



Black Arts

BUY2LETBROKER
WEB SITE
PROPOSAL
APRIL 2011

CONTENTS

INTRODUCTION
DESIGN & BUILD
HOSTING AND DOMAINS
WEB SITE MAINTENANCE & UPDATES
DRAFT SITE MAP
CONTENT OVERVIEW
MARKETING ANALYSIS & PLAN
ONGOING MARKETING MANAGEMENT
COSTS
CONTACT DETAILS

APPENDICES
TERMS & CONDITIONS

INTRODUCTION

We're submitting this document following contact with Kirit via Peopleperhour and subsequent messages. Further to our initial discussion on 31st March 2011, we're presenting this overview of options with regards to a redesigned web site and marketing for buy2letbroker.com.

Thanks!

DESIGN & BUILD

Inevitably, every site needs to be designed. No matter what the content or structure, that goes without saying. How it's designed impacts how it's built, so we take extra care to ensure that the customer is happy at each stage and is in frequent contact during the build process to view updates and know what's going on.

Generally, we design the site first on paper, this is approved by the client, then the build phase can begin. The general standards we create our sites to are as follows:

The technology.

All sites are created in HTML and we usually use PHP and MySQL to create our content managed sites. It's a tried and trusted system, it's stable and dependable and best of all the software is free, which means no extra hidden costs for you. In particular we make use of the superb Wordpress platform which is highly cost-effective but produces excellent results.

Updates are simple, but if you prefer, we can include any updates as part of an ongoing maintenance agreement.

As far as is practical, the site will be designed primarily for Mozilla Firefox 4 (Windows and Mac) and legacy versions, Microsoft Internet

Explorer 7.0 (XP, Vista and 7) and legacy versions, Apple Safari 4 and Opera 9.64 and legacy versions.

We generally recommend a compliance level of HTML 4.1 transitional as most cost effective, and suggest a typical minimum screen size of 1024x768 pixels.

Search Engine Optimisation.

We include search engine optimisation in all our sites: validation to W3C standards, editable content for each page, searchable head and title tags and social networks linking. If your company requires more advanced search engine optimisation, pay per click or adwords, please let us know and we can include a separate cost for this.

CAMPAIGN STRUCTURE

Once built, a site needs a server.

Web sites need to be hosted on a server. We can offer hosting or clients can arrange it themselves. If you are happy with your existing host, or if you arrange hosting we will help as much as possible, but can't be responsible for the quality of the host even though most are fine.

Included in our typical hosting would be:

Registration of domain names

Setting up of mail to suit the client
Setting up accessory accounts (Google, Twitter etc)

Hosting and site management

These are set up so that the client has full access to all data when necessary and has the right to remove or transfer hosting whenever they like.

WEB SITE MAINTENANCE AND UPDATES

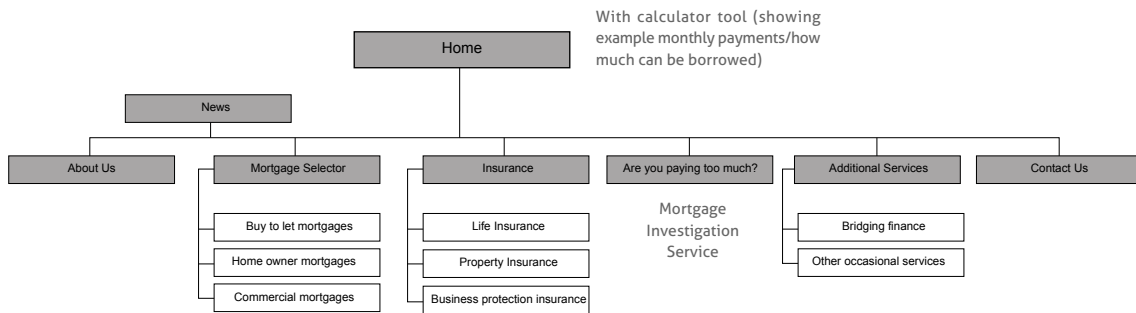
Web sites change, grow and evolve over time. To accommodate this, many sites include a content management system. Content management means that you can update the site yourself. Once the site is complete, you'll be able to log into a secure section of it and change almost all the text and images on the site as well as viewing statistics and information about its use. Updating this requires no technical skill at all - if you can use Word, you can use the content management system. It's simply a case of typing text into boxes on a web page, just a very clever web page!

The trade-off is that although you pay less for incremental updates, the cost of the site is slightly higher. In the schedule of costs, we've detailed the price with and without content

management. If you feel that you won't be updating your site all that often, it might be more cost effective to buy maintenance hours, either as a pre-booked block at a discount or as and when required.

PROPOSED SITE MAP

This proposal is based on this site map - significant changes to the site map may incur costs at a later stage. Note that this is a simplified site map to confirm rough number of pages; complex contextual links between sections have not been included.



CONTENT OVERVIEW

Although your existing web site currently contains quite a lot of information, it needs to be updated in order for it to work better for you and to reflect the changing direction of your business, and to help drive site visitors towards making contact with you, either by telephone or email/contact form.

Your clients are not financial experts, and there is little to be gained (but quite a lot can be lost) from their first visit to your web site. The information presented needs to be clear and informative, but most importantly, it needs to be presented in such a way that it can quickly answer any critical questions that they may have, otherwise they will leave your site without making contact.

The information currently presented is good information, but there is currently too much, and it is too complex for someone to find the answers they seek quickly. With this in mind, we will write your web content for you, ensuring that it is informative, compelling and compliant. All pages and contents will be proofed to you for approval in advance to ensure you are happy with the way that the information is presented. It is better to make each section as clear and simple as possible – your clients are not financial experts, so the language used will be clear and straightforward.

MARKETING PLANNING

Once the web site content is created, we will work with you to create a marketing plan, specifically tailored for your business. This is rather like a road map – it will set out your objectives, and present a route of how you can get there. It is an essential tool for your business, and can help you get the very best out of your new web site and any additional activity. A good marketing plan will help you to clarify the best activity to focus your time and resources on, and most importantly, it should ultimately pay for itself through increasing your business revenue.

A marketing plan usually contains the following information, broken down into sections:

Executive summary – the overview of the plan
Current situation – your business situation, examination of any marketing tools already in place and market evaluation/analysis
Objectives – these need to be specific and measurable – for instance, an objective could be to acquire 20 new clients per month, or to increase your overall volume of business by X amount. It is important that these are realistic and achievable.

Marketing Strategy – this is the road map. It will contain recommendations for activity to meet your objectives.

Action Plan - this section details exactly what will be done, who is responsible for doing it and when.

Financial Summary – outlines costs of marketing activity, and projected outcomes.
Analysis – this is your control section – defines how and when results are to be measured and reported.

Your marketing plan is created especially for you, and for how you like to work. For instance, during our telephone conversation, you said that you felt uncomfortable with doing a lot of networking – so for you, we would recommend that you focus your activity on acquiring new clients through your website and encourage repeat business from your existing clients through electronic direct mail. There are obviously a wide range of additional activities that we can recommend for you, but it is important that you feel comfortable with every type of activity.

A marketing plan is not a magic wand – successful marketing does take time and effort, and we had discussed the possibility of some additional ongoing marketing management for your business. The beauty of this is that it does free your time to focus on what you do best – offering advice to your clients, leading to a successful sale. We can manage your marketing activity for you, for how long is up to you, and this ensures that you have access to expert marketing advice, your key messages are consistent, activity is presented in a clear, compelling and timely fashion and everything is fully integrated.

As an example of what can be done, we would likely help you to segment and profile your existing clients, which will highlight any opportunities to contact/cross sell, determine the best new clients to target, and develop and manage your marketing campaign tools for you. These can be electronic direct mail, web site updates, news articles, media articles in local press and advice on any additional

MARKETING PLANNING

local activity and new client targeting. We will also help you to evaluate and improve your conversion rate, offer advice on forming and developing any additional partnership agreements (for instance, you mentioned that you work with local estate agents).

The cost of ongoing marketing management varies, depending very much on what you would like to achieve, and how much activity is required in order to meet your objectives. I have outlined some sample costs for you below.

However, your web site is only the first part of the successful marketing equation. The most successful marketing happens when all of your activity is integrated – your key messages are reinforced across a number of executions, with the same creative look and feel. This makes it instantly recognisable and reinforces the message. This means that your web site, marketing campaigns, creative design and key messages need to be consistent.

CONTACT DETAILS

We're always happy to hear from new and existing clients.

Please feel free to call either Dave or Vikki on
0131 3333431
0775 3963276

44 Newmains Road
Kirkliston
Edinburgh
EH29 9AW

COSTS

The basic cost for your first phase includes design and delivery of a logo and your new web site, along with creating the content for the site.

Logo design
£200

Web site design
£200

Content management system build
£200

Web site content creation
£250

Testing and deployment
£150

TOTAL
£1000

In addition to the site we offer a range of ongoing marketing services, both as one-off costs and as monthly fees:

Data segmentation and targeting, 1 news article/blog article for web site to keep content fresh and up to date, advice on any local activity (including PR and partnerships).
£150 per month.

Electronic direct mail campaign for up to 1000 recipients (build and design of HTML email, plus sending and reporting results). This helps you to get the very best from your web site and data segmentation.
£250 (single fee).

Mini electronic direct mail campaign (send and reporting of non-HTML email to less than 25 targets/clients at a time). Although not a full HTML email, this will typically contain your logo and attachments/links to further relevant information. An excellent way to send very specific information to a smaller number of recipients, and to encourage client contact.
£100 (single fee)

Additional news/blog article for website
£50

Press release to local media
£150

Press release to national or trade media
£250

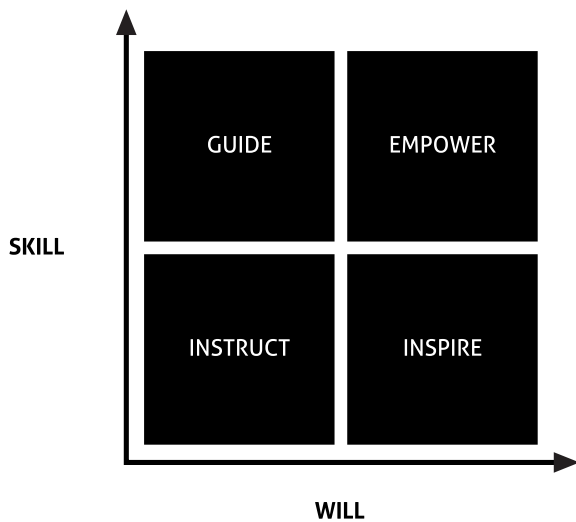
Additional services can include design, creation/build and print management of any web or press adverts, brochures, leaflets or other direct mail items, evaluation and recommendation of client management software tools, and full ongoing marketing management if required.

APPENDIX 1: CUSTOMER POSITIONING

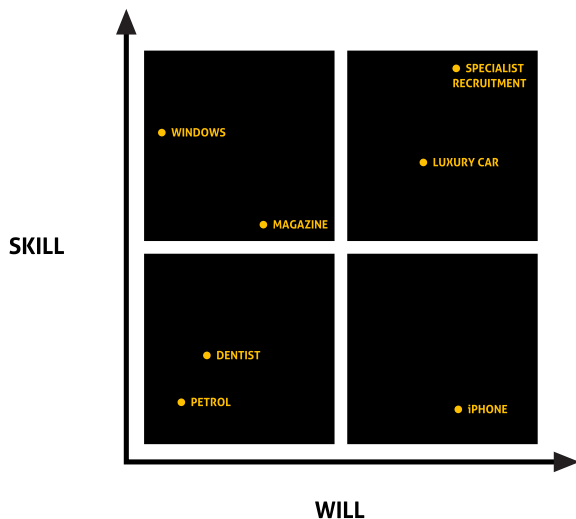
How you speak to your customers depends on where they are - not just geographically but in relation to your brand.

We analyse your target market and score your typical customer on a matrix which measure the amount of skill they have at using your product against the amount of will they have to use it.

This determines the way your brand should relate to them, like so:



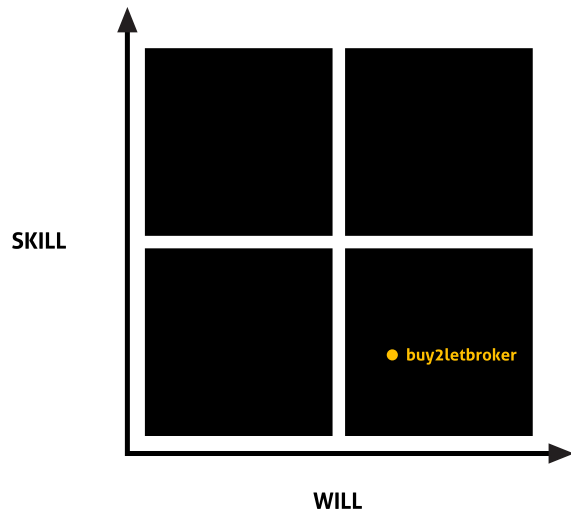
Here are some typical products and their customer positions:



Customers who are low-skill, low-will need to be directed explicitly to buy your product. For example, cleaning products, which require little skill and most people have little will to use, instruct their customers to use them with little embellishment. On the other hand, customers who are low skill but high will, such as people buying mobile phones, only need to be inspired.

Your brand scores quite low on the skill axis because most of your customers come to you for advice as a result of having relatively little skill in using it compared to you.

However, they do score quite high on the will axis because they are quite motivated to use your product.



This means that they fall into the "inspire" category, so when we write copy and design your site we'll be using aspiration content which talks about the possibilities you offer and how much you can improve their position, rather than instructing them explicitly with heavy technical content.

TERMS & CONDITIONS

- 1 Definitions and Interpretation
 - 1.1 In these Conditions:
 - 'Client' means [Balantines];
 - 'Conditions' means the standard terms and a condition of supply set out in this document and includes any special terms and conditions agreed in writing between the Client and Black Arts Studio;
 - 'Confidential Information' means all information designated as such by either Black Arts Studio or the Client, which relates to the business, products, developments, trade secrets, know-how, personnel, customers, and suppliers of either party or information, which may reasonably be regarded as confidential information of the disclosing party;
 - 'Contract' means the contract between Black Arts Studio and the Client for the supply of the Specified Services;
 - 'Contract Price' means the sum to be paid (or estimated to be paid as the case may be) in respect of the Specified Services pursuant to Clause 3.1;
 - 'Force Majeure' means any Act of God, explosion, flood, tempest, lightning strike, fire, accident, war or threat of war, sabotage, insurrection, civil disturbance or requisition, acts, restrictions, regulations, bye laws, prohibitions or measures of any kind on the part of any governmental, parliamentary or local authority, import or export regulations or embargoes, strikes, lock outs or other industrial actions or trade disputes (whether involving employees of Black Arts Studio or of a third-party), difficulties in obtaining raw materials, labour, fuel, parts or machinery or power failure or breakdown in machinery;
 - 'Intellectual Property Rights' means any and all patents, trade marks (registered and unregistered), copyright, rights to extract or re-use data from a database, design rights, registered designs, applications for any of the foregoing, know-how, confidential information and any other intellectual or proprietary rights;
 - 'Black Arts Studio' means Black Arts Studio Limited and having its registered office at 44 Newmains Road Edinburgh EH29 9AW);
 - 'Specification Sheet' means the sheet(s) to which these conditions are appended;
 - 'Specified Services' means the services to be provided by Black Arts Studio for the Client and described in the Specification Sheet;
 - '[Software]' means the software developed by Black Arts Studio for the Client in accordance with the Specification Sheet;] and
 - '[Website]' means the website to be developed by Black Arts Studio for the Client in accordance with the Specification Sheet;]
- 2 Basis of the supply of the Specified Services
 - 2.1 Black Arts Studio shall supply and the Client shall purchase the Specified Services in accordance with any Black Arts Studio written quotation which is accepted by the Client, subject to these Conditions and those detailed in the Specification Sheet, which shall govern the Contract to the exclusion of any other terms and conditions subject to which any such quotation is accepted or purported to be accepted, by the Client.
 - 2.2 The Client shall at its own expense supply Black Arts Studio with all necessary documents or other materials, and all necessary data or other information relating to the Specified Services, within sufficient time to enable Black Arts Studio to provide the Specified Services in accordance with the Contract.
 - 2.3 Black Arts Studio may at any time without notifying the Client make any changes to the Specified Services which are necessary to comply with any applicable safety or other statutory requirements, or which do not materially affect the nature or quality of the Specified Services.
 - 2.4 No variation to these Conditions shall be binding unless agreed in writing between authorised representatives of the Client and Black Arts Studio.
- 3 Charges and Services to be supplied
 - 3.1 Black Arts Studio shall supply the Specified Services as set out in Specification Sheet in return for the price quoted in the Black Arts Studio quotation accepted by the Client and any additional sums which are agreed between Black Arts Studio and the Client and prior to such supply shall provide an estimate of the Contract Price.
 - 3.2 All charges quoted to the Client are exclusive of any Value Added Tax, for which the Client shall be additionally liable at the applicable rate from time to time.
 - 3.3 The Client shall pay Black Arts Studio's invoices (together with any applicable Value Added Tax and without any set-off or other deduction) within 14 days of the receipt thereof.
- 4 Terms of payment
 - 4.1 Subject to any special terms agreed in writing, the Client shall pay Black Arts Studio the price of the Specified Services on project completion.
 - 4.2 The time of payment of the price shall be of the essence of the Contract. Receipts for payment will be issued only upon request. The Client shall not be entitled to withhold payment for any reason whatsoever.
 - 4.3 If the Client fails to make any payment on the relevant due date then, without prejudice to any other right or remedy available to Black Arts Studio, Black Arts Studio shall be entitled to suspend any further provision of the Specified Services to the Client and charge the Client interest (both before and after any judgement) on any amount unpaid, at the rate of eight per cent per annum above the Bank of Scotland base rate from time to time, until payment in full is made (a part of a month being treated as a full month for the purpose of calculating interest).
- 5 Completion of the Specified Services
 - 5.1 The Specified Services shall be provided by Black Arts Studio at the premises specified by the Client and agreed by Black Arts Studio in accordance with Black Arts Studio's quotation.
 - 5.2 Any dates quoted for completion of the Specified Services are approximate only and not guaranteed and Black Arts Studio shall not be liable for any delay in completion of the Specified Services howsoever caused. Time for delivery shall not be of the essence of the Contract unless previously agreed by Black Arts Studio in writing.
- 6 Intellectual Property Rights
 - 6.1 Subject to any pre-existing rights of third parties Black Arts Studio will grant on receipt of full payment a single non-transferable license of the use of any web site, content management and associated systems in the deliverables. Black Arts Studio shall reserve the right to use the likeness and functionality of any deliverable for promotional and display purposes unless explicitly otherwise agreed with the Client.
- 7 Confidentiality

Each party will keep confidential any Confidential Information disclosed to it by the other. Neither party will disclose any Confidential Information to any third party, save to its agents, advisers or to an employee who needs to have access to such Confidential Information in connection with the performance of any obligations under the Contract provided that each party will be responsible for ensuring that any person to whom Confidential Information is disclosed complies with this clause 7.
- 8 Provision of Services

Black Arts Studio warrants to the Client that the Specified Services will be provided using reasonable care and skill and, as far as are reasonably possible, in accordance with the Specification Sheet. Where Black Arts Studio supplies in connection with the provision of the Specified Services any goods supplied by a third party, Black Arts Studio does not give any warranty, guarantee or other term as to their quality, fitness for purpose or otherwise, but shall, where possible, assign to the Client the benefit of any warranty, guarantee or indemnity given by the person supplying the goods to Black Arts Studio.

 - 8.2 Black Arts Studio shall have no liability to the Client for any loss, damage, costs, expenses or other claims for compensation arising from any information or instructions supplied by the Client which are incomplete, incorrect, inaccurate, illegible, out of sequence or in the wrong form, or arising from their late arrival or non-arrival, or any other fault of the Client.
 - 8.3 Except in respect of death or personal injury caused by Black Arts Studio's negligence, Black Arts Studio shall not be liable to the Client by reason of any representation (unless fraudulent), or any implied warranty, title or other term, or any duty at common law, or under the express terms of the Contract, for any indirect, special or consequential loss or damage (whether for loss of profit or otherwise), costs, expenses or other claims for compensation whatsoever (whether caused by the negligence of Black Arts Studio, its employees or agents or otherwise) which arise out of or in connection with the provision of the Specified Services, and the entire liability of Black Arts Studio under or in connection with the Contract shall not exceed the price of the Specified Services, except as expressly provided in these Conditions.

Black Arts Studio shall not be liable to the Client or be deemed to be in breach of the Contract by reason of any delay in performing, or any failure to perform, any of Black Arts Studio's obligations in relation to the Specified Services, if the delay or failure was due to any Force Majeure or other cause beyond Black Arts Studio's reasonable control.

The Client warrants that any information, including Confidential Information, provided by it to Black Arts Studio for the purpose of providing the Specified Services will not infringe the copyright or other rights of any third party and the Client shall indemnify Black Arts Studio against any loss, damages, costs, expenses or other claims arising from any such infringement.
- 9 Termination
 - 9.1 Black Arts Studio shall be entitled to terminate the Contract at any time by giving not less than fourteen days notice to the Client.
 - 9.1.1 Either party may (without limiting any other remedy) at any time terminate the Contract by giving written notice to the other if the other commits any breach of these Conditions and (if capable of remedy) fails to remedy the breach within 14 days after being required by written notice to do so, or if the other goes into voluntary liquidation, or (in the case of an individual or firm) becomes bankrupt, makes a voluntary arrangement with his or her creditors or has a receiver or administrator appointed.
- 10 General
 - 10.1 Black Arts Studio may perform any of its obligations or exercise any of its rights hereunder by itself or where applicable through any other company which is a member of its group, provided that any act or omission of any such other company shall be deemed to be the act or omission of Black Arts Studio.
 - 10.2 Any notice required or permitted to be given by either party to the other under these Conditions shall be in writing addressed to that other party at its registered office or principal place of business or such other address as may at the relevant time have been notified pursuant to this provision to the party giving the notice.
 - 10.3 No waiver by Black Arts Studio of any breach of the Contract by the Customer shall be considered as a waiver of any subsequent breach of the same or any other provision.
 - 10.4 If any provision of these Conditions is held by any competent authority to be invalid or unenforceable in whole or in part the validity of the other provisions of these Conditions and the remainder of the provision in question shall not be affected.
 - 10.5 Black Arts Studio may assign the Contract with the Client or sub-contract the whole, or any part thereof to any person, firm or company. Unless otherwise agreed in writing, the Client may not assign either the benefit or the burden of any contract with Black Arts Studio.
 - 10.6 The Contract shall be governed by the law of Scotland and the Client agrees to submit to the non exclusive jurisdiction of the Scottish Courts



Black Arts

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EH29 9AW

0775 396 3276
dave@blackartsstudio.com

